

# Michael Zavarello

Aspiring technical product manager • Experienced front-end developer • Zealous UX advocate • Generalist • Refiner  
[mzavarello@gmail.com](mailto:mzavarello@gmail.com) • 770-835-5308 • [linkedin.com/in/mzavarello](https://www.linkedin.com/in/mzavarello)

## **Manager of Digital Strategy** — Federal Reserve Bank of Atlanta, September 2020 to present

- Oversee all day-to-day operations of the bank's public websites ([atlantafed.org](http://atlantafed.org) and [investinwork.org](http://investinwork.org)), including front-end web development and content publishing. Manage and mentor three front-end developers while continuing to serve as the lead developer for the majority of our data visualization projects.
- Serve as technical product manager for the [atlantafed.org](http://atlantafed.org) redesign (Sitecore infrastructure upgrade and content migration) and the second version of our EconomyNow mobile app, working together with our product designers, back-end developers/engineers, and a number of high-demand stakeholders.

## **Technical Product Lead** — Federal Reserve Bank of Atlanta, September 2019 to August 2020

- Established my team as subject matter experts in user experience. Successfully advocated for, interviewed, and hired a new, full-time UX researcher/designer. Received approval and funding for an on-site usability lab.
- Served as technical product manager for the first version of our EconomyNow app. Oversaw back-end development and deliverables, built interactive charts, led focus groups, and conducted on-site usability tests, leading to a successful product launch in December 2019.

## **Lead Front-end Developer** — Federal Reserve Bank of Atlanta, January 2013 to August 2019

- Served as lead front-end developer for many high-visibility publications, tools, and initiatives, including the [atlantafed.org](http://atlantafed.org) redesign in January 2017, which incorporated extensive visual design and information architecture changes as well as a switch in content management systems (Teamsite to Sitecore).
- Took ownership of all interactive charts on [atlantafed.org](http://atlantafed.org) from the back-end development team, saving hundreds of billable hours while meeting the increased demand from content owners. Built over 100 unique visualizations using the Highcharts library and was a key contributor on StackOverflow.

## **Lead Front-end Developer** — Federal Reserve Bank of Philadelphia, November 2011 to December 2012

- Brought a three-year intranet redesign project to its successful conclusion. Served as product owner for our business line, working alongside a project manager and back-end developers in a scrum-style agile environment.
- Managed and mentored a team of two front-end developers and directed work for summer interns.

## **Senior Web Developer** — Federal Reserve Bank of Philadelphia, April 2006 to October 2011

- Served as lead developer for several public- and internal-facing websites. Built HTML templates and CSS master stylesheets from agency Photoshop comps for the [philadelphiafed.org](http://philadelphiafed.org) website redesign in 2007.
- Helped establish the bank's social media efforts with our media relations team in 2009, launching accounts on Twitter, Facebook, and LinkedIn. Led our peers in the Federal Reserve System through a system workgroup.

**Skills and Experience:** accessibility, content management, CSS, data visualization, HTML, JavaScript, jQuery, mobile-first design, people management, product management, project management, responsive design, search engine optimization, troubleshooting, usability, user experience, user interface design, web analytics, web design/development

**Applications and Services:** Adobe Creative suite (primarily Dreamweaver, Photoshop, and Acrobat), ahrefs, Asana, ColdFusion, Google Analytics, Google Tag Manager, Highcharts, MailChimp, Meltwater Engage, Microsoft Office suite (Word, Excel, PowerPoint, Teams, Planner), Miro, Mural, SiteCore, Slack

**Certification:** Nielsen Norman Group Certificate in User Experience (UXC# 1033820). Achieved August 2020.

**Education:** Bachelor of Science in Computer Science at Montclair State University. Minor in German. Graduated June 1998.

"Let no corrupting talk come out of your mouths, but only such as is good for building up, as fits the occasion, that it may give grace to those who hear." (Ephesians 4:29)